



Washington State's Large-scale FINI Project

Washington State Board of Health
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Healthy Eating Active Living

PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER COMMUNITY



Outline

- Snapshot of Washington State's FINI project
- Incentive Programs
 - ✓ Highlights from Year 1
 - ✓ What's now
 - ✓ What's next
- FINI Advisory Network



At a Glance

Project Name Complete Eats www.doh.wa.gov/CompleteEats

Start | End April 1, 2015 – March 31, 2019

Award \$5.86M

Sub awardees 11 – diverse food system stakeholders

Incentive Strategies

1. Farmers Market / CSA Match
2. Fruit and Vegetable Prescription
3. Grocery Store Coupons

Retail Outlets

77 markets/CSA
170 Safeway grocery stores

Potential reach 836K SNAP participants

Lead Implementing Partners

Bremerton Farmers Market

Catholic Charities of Spokane

City of Seattle's Office of Sustainability and Environment

MultiCare Health System's Center for Healthy Living

Safeway/Albertsons

Skagit Valley Farmers Market Coalition

Spokane Regional Health District

UnitedHealthcare Community Plan







University of Washington Center for Public Health Nutrition*

Washington State University Clark County Extension

Yakima Valley Memorial Hospital

**Evaluation partner for the farmers market incentive program*

3 Incentive Strategies

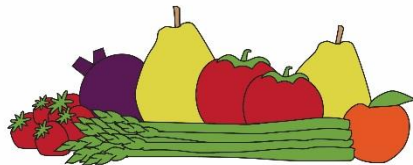
Strategy	Incentive	Form	Terms and Conditions	Eligible F/V
	\$1:\$1SNAP \$5 flat \$2:\$6SNAP \$4:\$10SNAP \$6:\$15SNAP	Market tokens	Use SNAP benefits to purchase any SNAP-eligible item → Get market tokens to buy F/V	
	\$10 Rx \$20 Rx \$40 Rx	Cash-value voucher	No purchase necessary; 1-month expiration; Prescription can be used like cash to buy F/V only	
	\$3:\$10SNAP	Catalina coupon generated/redeemed by POS	Use SNAP benefits to purchase F/V → Get \$3 off the next purchase of F/V; 1-month expiration	

Three Incentive Programs

Farmers Market/ CSA Match



\$1:\$1
\$5 flat
\$2:\$6SNAP
\$4:\$10SNAP
\$6:\$15SNAP



Fruit and Vegetable Prescription



\$10 Rx
\$20 Rx
\$40 Rx



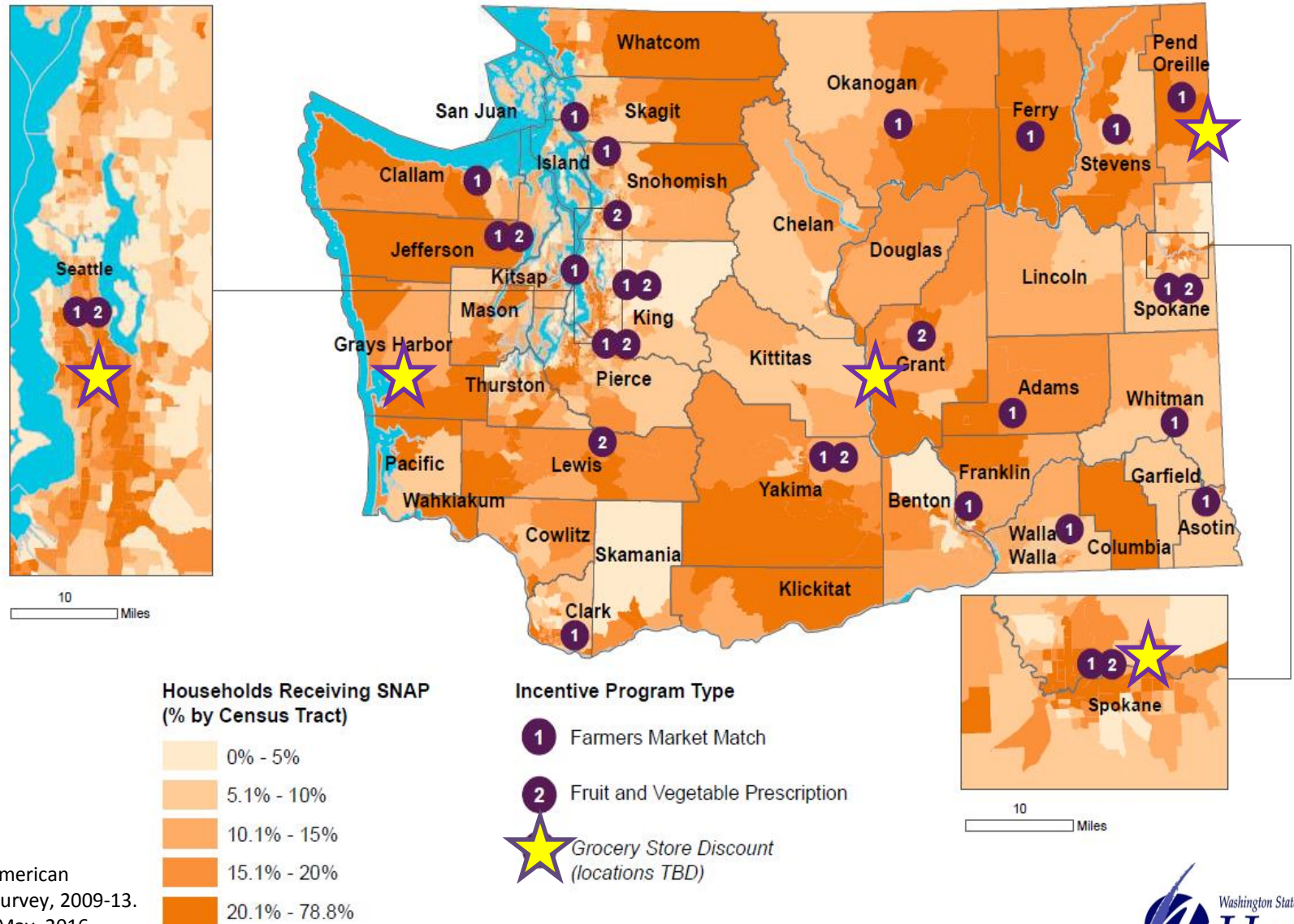
Grocery Store Rebate



\$3:\$10SNAP



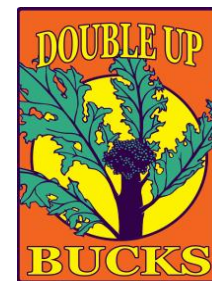
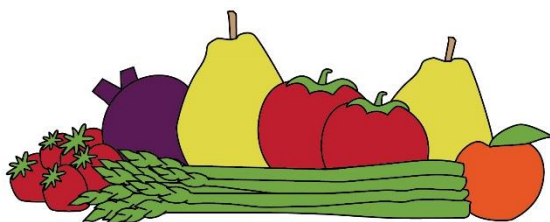
Locations of FINI Strategies



SNAP data: American Community Survey, 2009-13.
Last update: May, 2016.

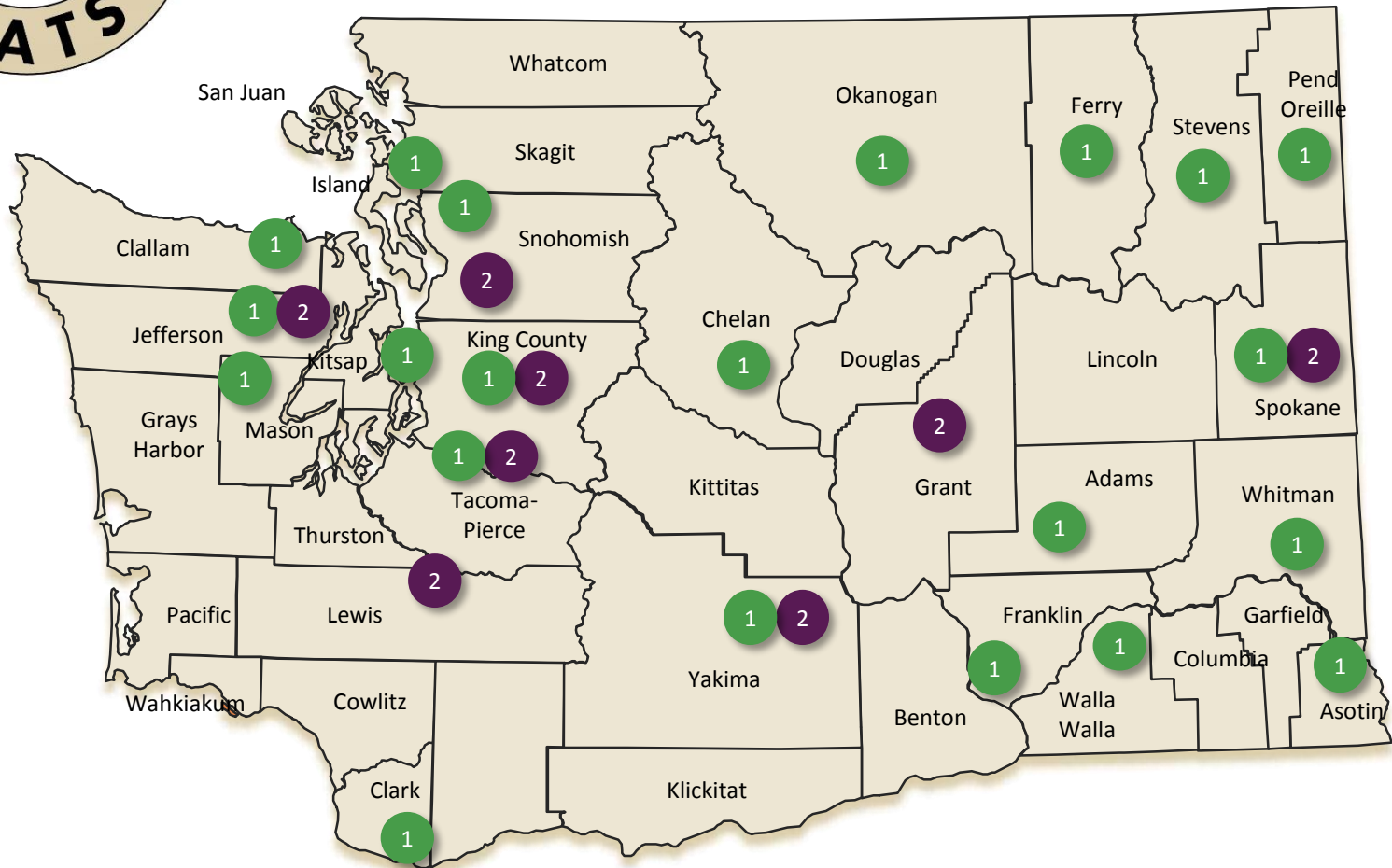


Farmers Market Strategy





Locations of WA FINI Strategies



1 Farmers Market/CSA Match

2 Fruit & Vegetable Prescription

Farmers Market SNAP Match

Year 1 Results (April– December, 2015)

48

Farmers markets/CSAs in **10 counties** offered matching incentives to SNAP customers

19,224

SNAP transactions processed at farmers markets, with an average of **\$5,440 SNAP transactions** per market

\$261K

SNAP reimbursements made to market vendors. The **average value per SNAP transaction** at the markets was **\$15**.

\$159K

Value of incentives redeemed by SNAP customers to buy fresh fruits and vegetables. This is a **99.7% redemption rate**.

\$467K

The **economic impact** of the SNAP expenditures in Farmers Markets during Year 1, based on USDA's estimate that \$1.79 is generated in the local economy for every SNAP dollar spent.

\$752K

Overall economic impact of the FINI program (SNAP + Incentive) in the local economy

635K

Potential reach (# SNAP Participants)

Farmers Market SNAP Match

Year 2 Results (Q1 and Q2, January-June, 2016)

77

Farmers markets/CSAs in **16 counties** offered matching incentives to SNAP customers

10,180

SNAP transactions processed at farmers markets, with an average of **\$1,520 SNAP transactions** per market

\$117K

SNAP reimbursements made to market vendors. The **average value per SNAP transaction** at the markets was **\$14**.

\$77K

Value of incentives redeemed by SNAP customers to buy fresh fruits and vegetables. This is a **93.2% redemption rate**.

\$210K

The **economic impact** of the SNAP expenditures in Farmers Markets during Year 1, based on USDA's estimate that \$1.79 is generated in the local economy for every SNAP dollar spent.

\$347K

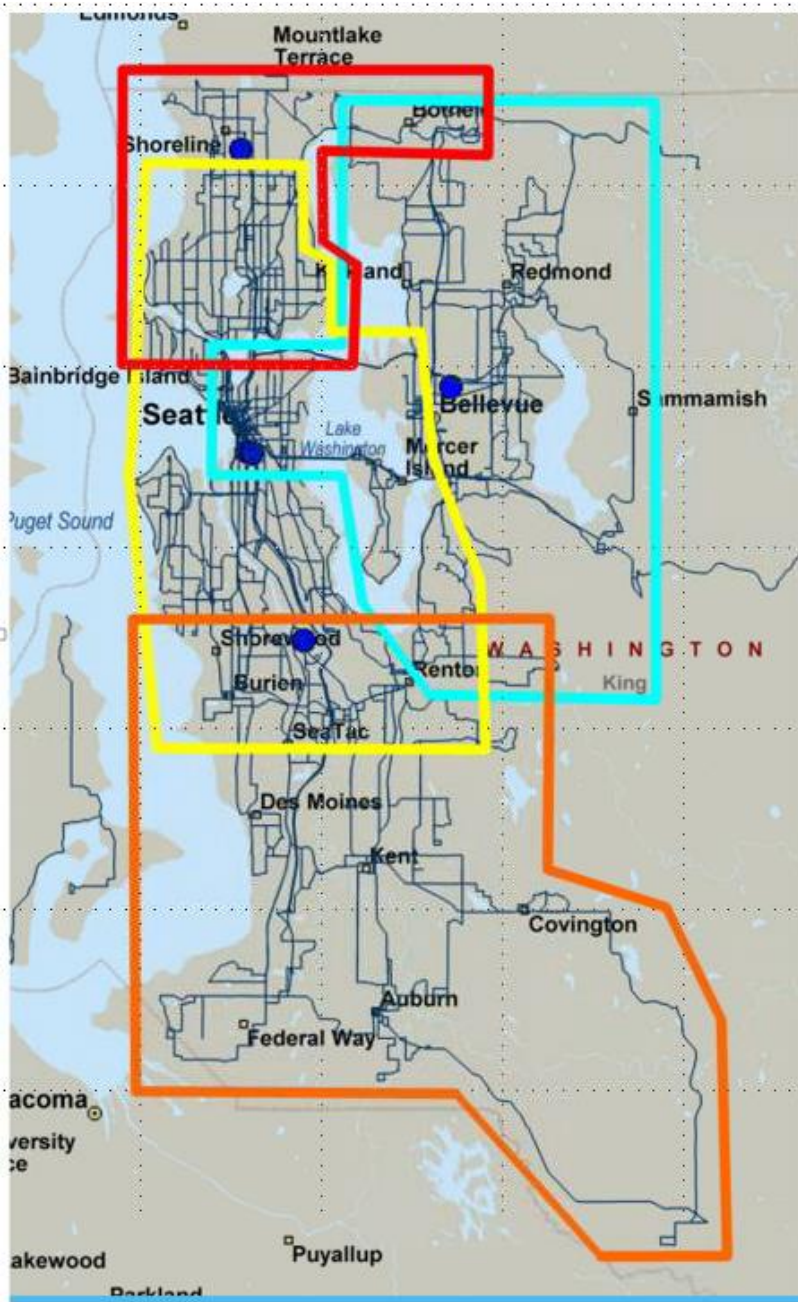
Overall economic impact of the FINI program (SNAP + Incentive) in the local economy

836K

Potential reach (# SNAP Participants)

Farmers Market SNAP Match

- Outreach, promotion, direct education
 - ✓ Peer-to-peer engagement (SNAP Ambassadors, Community Health Workers)
 - ✓ Cooking-based nutrition education
 - ✓ Collaborating with CSOs, CBOs, food pantries, local health departments, WIC clinics
- Audience-tested messaging and outreach



GET \$10 FRESH BUCKS
WHEN YOU SPEND \$10 EBT
AT THE FARMERS MARKET.

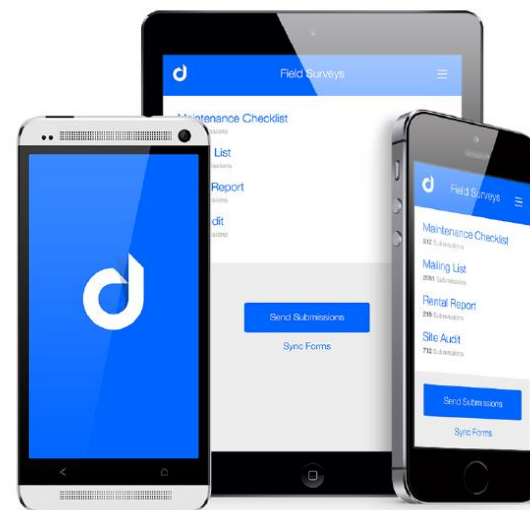
FRESHBUCKSEATTLE.ORG



Get fresh.
Get more.

Farmers Market SNAP Match

- Utilization of technology for market-level point-of-sale data
- Participant surveys to come



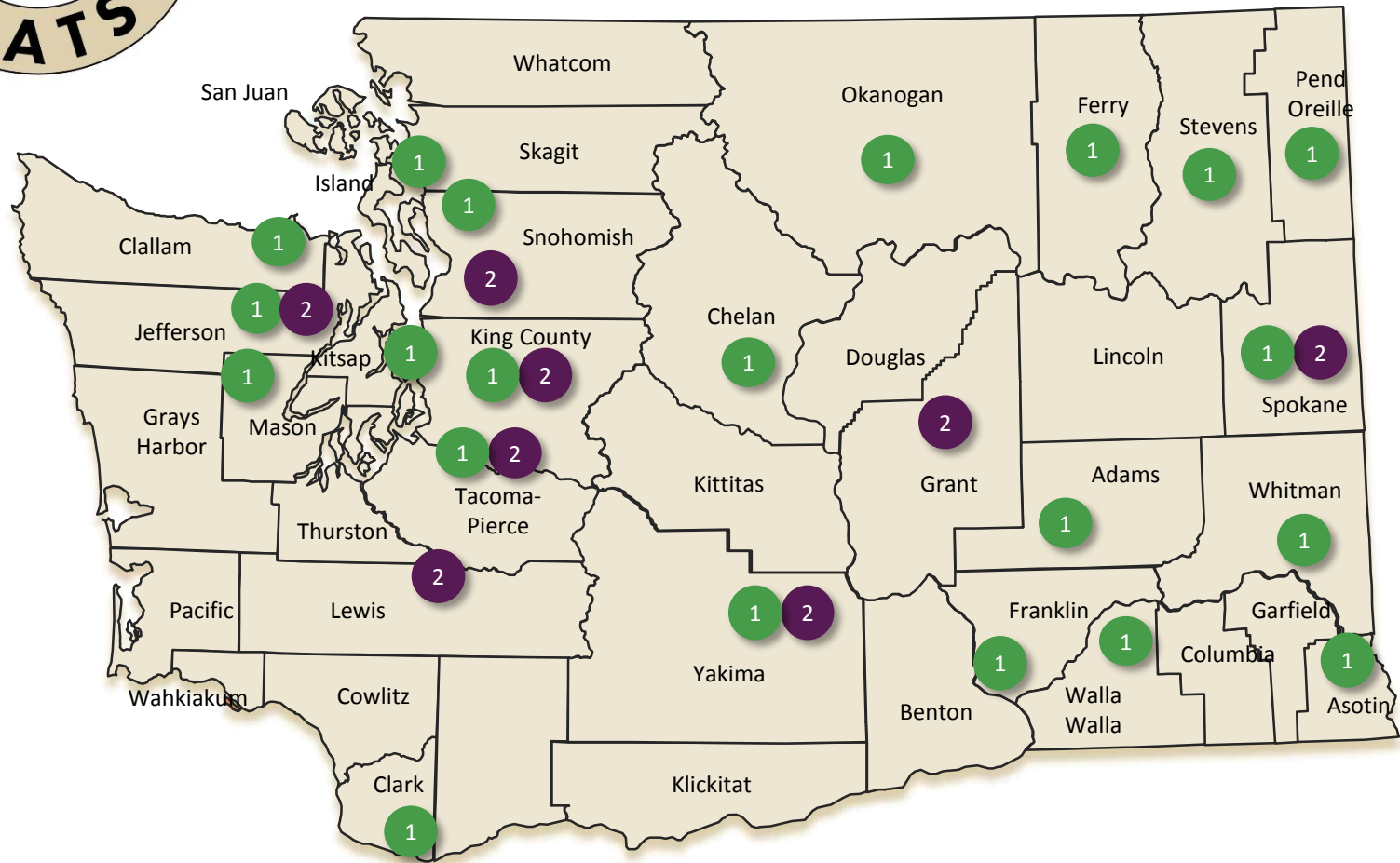


Fruit and Vegetable Prescription (Rx) Strategy





Locations of WA FINI Strategies



1 Farmers Market/ CSA Match

2 Fruit & Vegetable Prescription

Fruit and Vegetable Prescriptions

Year 1 Results

1

Fruit and Vegetable Prescription model implemented - **UnitedHealthcare's Small Steps Program.**

37

Clinics offered fruit and vegetable prescriptions (\$10 farmers market vouchers) to Medicaid and Medicare patients, as part of UnitedHealthcare's Small Steps Program.

1,457

Fruit and vegetable prescriptions 'filled' at 11 participating farmers markets in 5 counties. Of these, 1,034 prescriptions were filled by SNAP participants.



Fruit and Vegetable Prescriptions

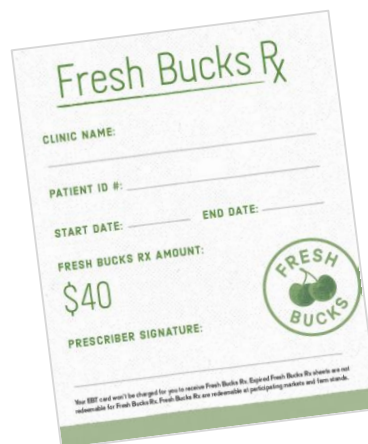
Year 2 Results

3

Fruit and Vegetable Prescription models implemented -
UnitedHealthcare's Small Steps Program;
Fresh Buck Rx;
Complete Eats Rx

52

Clinics offering fruit and vegetable prescriptions



Fruit and Vegetable Prescription

With this prescription, you can get \$10 off of the price of fruits and vegetables at any Safeway store.

You can buy any variety of fruits and vegetables that are:

- FRESH** - All Fresh Produce
- CANNED** - No Added Sugar or Salt
- FROZEN** - With no added sauces or Fried Potatoes



No purchase required, but you must have a valid EBT/SNAP card.

SAFeway

Rx Voucher Expires _____

\$10 OFF



Fruit and Vegetable Prescription
valid for purchase of fruits and vegetables*
with a valid EBT/SNAP card.

- * Any variety of fresh fruits and vegetables.
- * Canned vegetables with "NO SUGAR", "NO SALT ADDED"
- * Frozen fruit and vegetables (plain, no added fats, sugars or salts
No "Seasoned", "In Sauce", Fried Potatoes

HOW IT WORKS

1. Go to any Safeway in Washington.



2. Shop for a variety of fruit and vegetables.



3. Give your \$10 Fruit and Vegetable Prescription to the cashier.



To be eligible, you must have a valid EBT/SNAP card.



Your Fruit and Vegetable Prescription will help you and your family stay healthy.

BECAUSE WHEN IT COMES TO FRUITS AND VEGETABLES—MORE MATTERS.

FRESH

✓ Any fresh fruits and vegetables



CANNED

- ✓ Fruit canned in 100% Juice
- ✓ Vegetables with "No Salt Added"
- ⊗ Syrups



FROZEN

- ✓ Plain fruits and vegetables
- ⊗ Sauces, Seasoning or Fried Potatoes



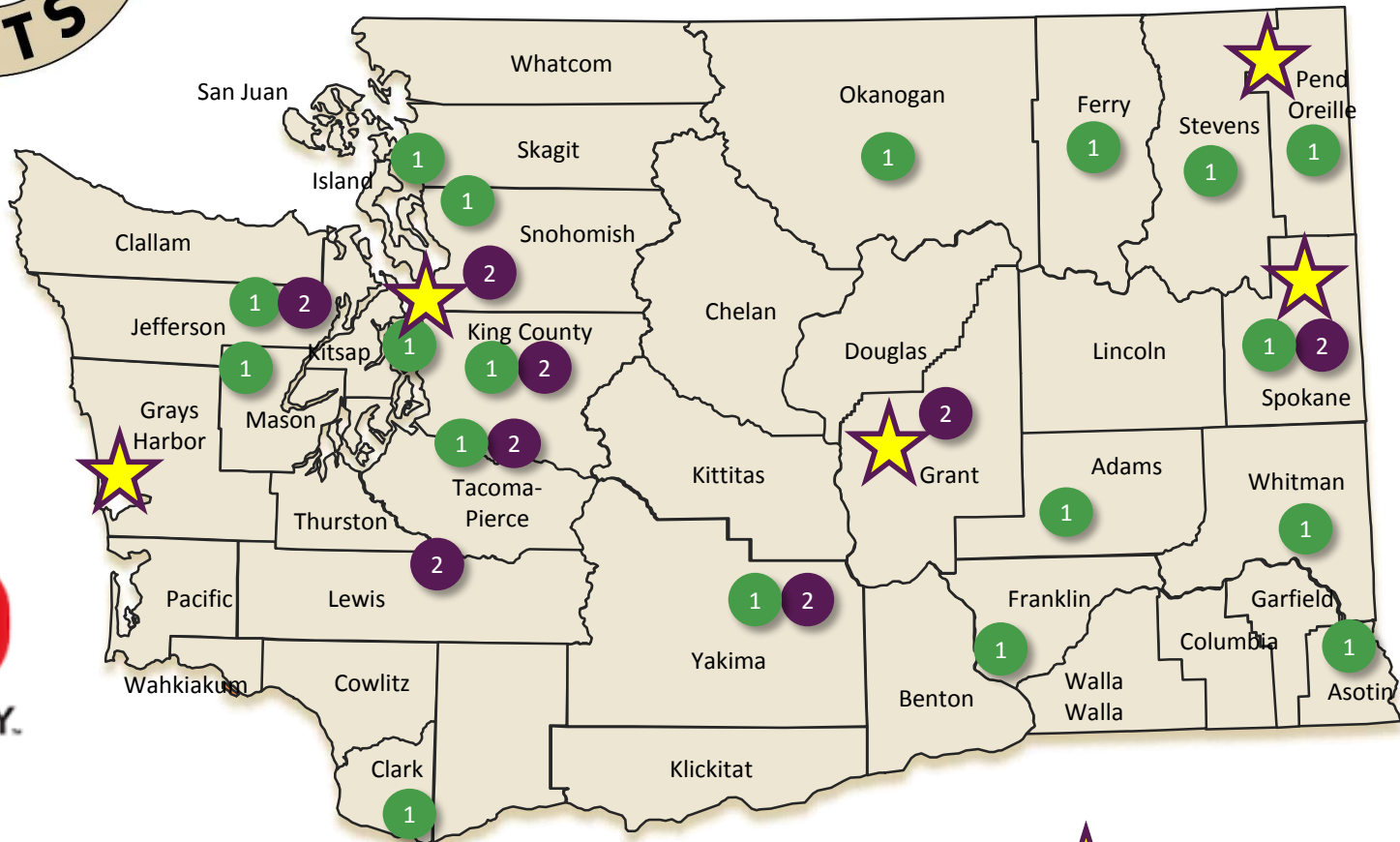


Grocery Store Coupon Strategy





Locations of WA FINI Strategies



1 Farmers Market/CSA Match

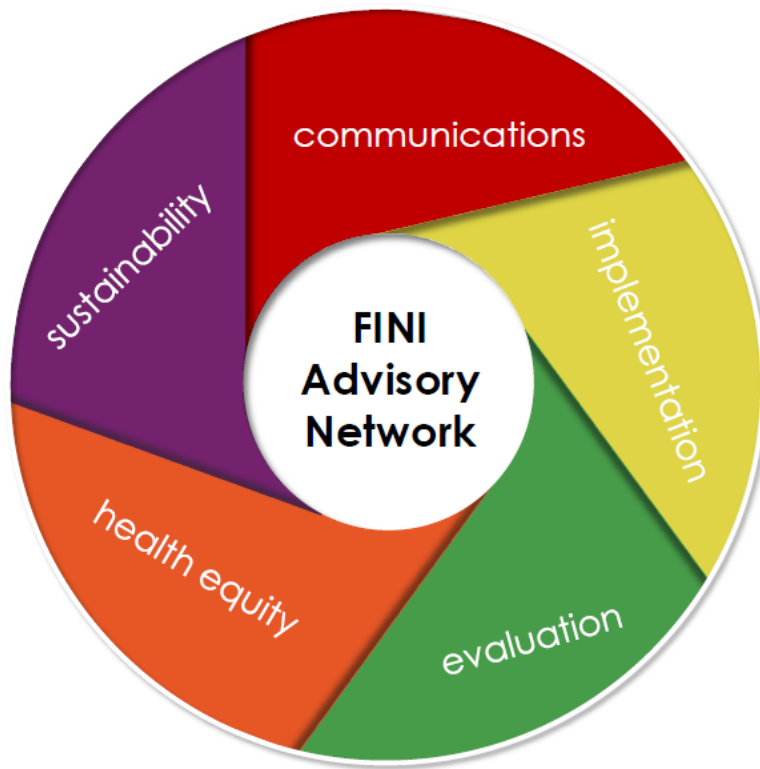
2 Fruit & Vegetable Prescription

★ Grocery Store Coupons
(Locations TBD)

Grocery Store Coupon Strategy

Year 2

- Finalizing implementation plan
 - ✓ Spend \$10 on qualifying fruits and vegetables, get a \$3 coupon to use on the next purchase
 - ✓ Markets: urban/rural, with/without other FINI programming
 - ✓ Timing of coupon waves
- Developing data sharing agreement with Safeway



Washington's FINI Advisory Network

The Network

Anti-Hunger and Nutrition Coalition	Governor Jay Inslee's Office
Childhood Obesity Prevention Coalition	Northwest Harvest
Children's Alliance	OneAmerica
Department of Agriculture	Seattle YMCA
Department of Social and Health Services	Senator Patty Murray's Office
Empire Health Foundation	State Board of Health
Foundation for Healthy Generations	University of Washington School of Public Health
Got Green	Washington State Farmers Market Association
Governor's Council on Health Disparities	Washington State University - Extension
	WithinReach

Network Roles

- Develop strategies and actions to help direct FINI programs and activities
- Guide quality improvement efforts
- Offer information or counsel on issues raised by FINI leads, implementing agencies, or partners
- Participate in sustainability planning
- Offer new ideas, opportunities, and leverage points
- Add value to the work of individual entities

Network Action Groups

Communication

Implementation

Evaluation

Health Equity

Sustainability

Network Action Groups

Communication

Implementation

Evaluation

Health Equity

Sustainability

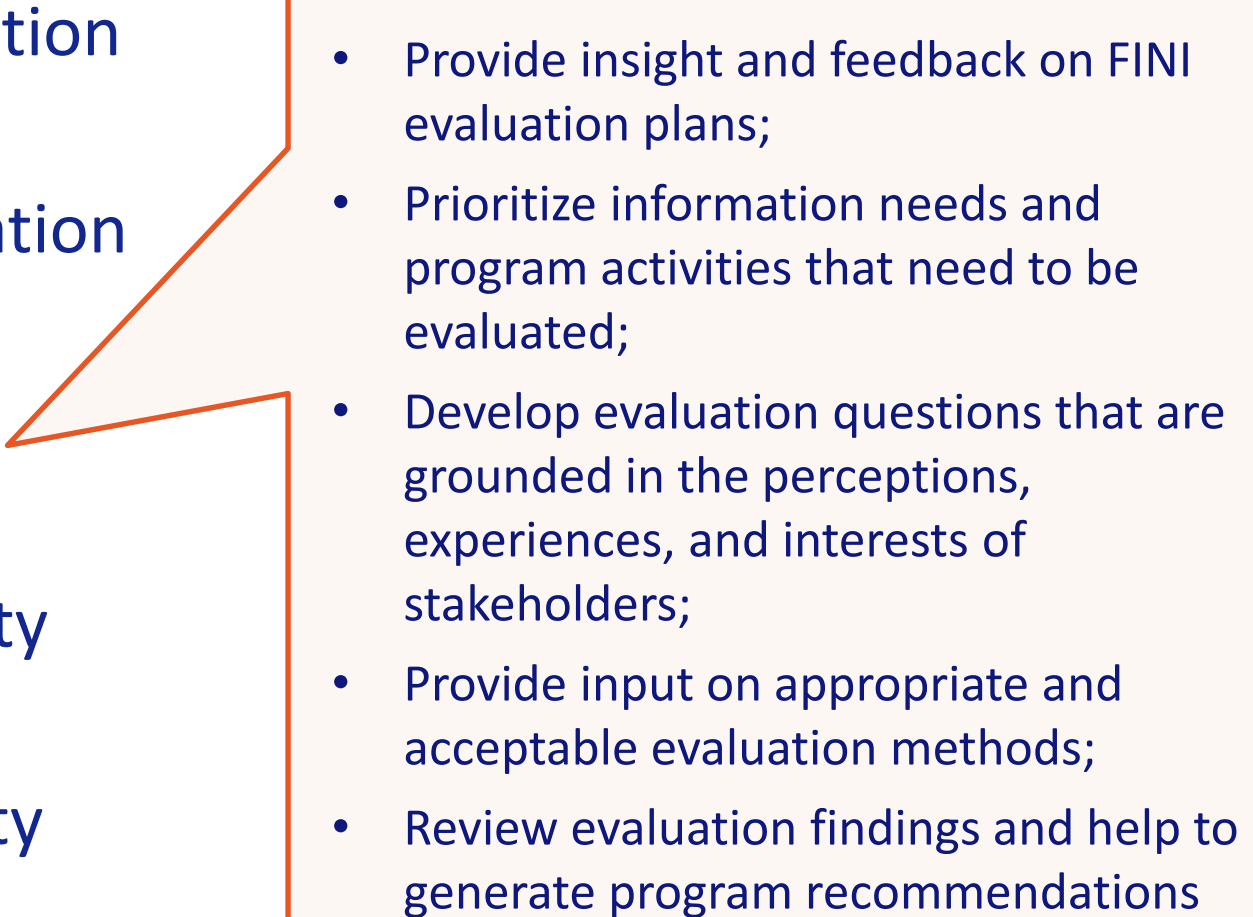
WSDA

- Posters and flyers promoting farmers market programs sent to all food bank/pantry partners

Northwest Harvest

- Newsletters
- Trainings for food pantry staff
- Video on how use EBT and incentive programs at the markets

Network Action Groups

- Communication
 - Implementation
 - Evaluation
 - Health Equity
 - Sustainability
- 
- Provide insight and feedback on FINI evaluation plans;
 - Prioritize information needs and program activities that need to be evaluated;
 - Develop evaluation questions that are grounded in the perceptions, experiences, and interests of stakeholders;
 - Provide input on appropriate and acceptable evaluation methods;
 - Review evaluation findings and help to generate program recommendations

FINI Synergies: HEAL & SNAP-Ed

- FINI is collaboratively managed by the Department of Health's SNAP-Ed (USDA/FNS) and HEAL (CDC/NPAO) programs
- HEAL & SNAP-Ed laid the foundation to support FINI:
 - ✓ Farmers market capacity (SNAP-Ed)
 - ✓ Food system relationships (HEAL, SNAP-Ed)
 - ✓ PSE approaches (SNAP-Ed, HEAL)
 - ✓ Outreach, promotion, direct education (SNAP-Ed, HEAL)
 - ✓ Evaluation (HEAL, SNAP-Ed)
- In turn, FINI funds are maximized for SNAP incentives

Questions?

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